From Guesswork to Growth-Driven Decisions

Most small and midsize businesses spend more time on data than ever, but too often, they can't translate it into timely action. Instead of empowering decision-makers, data becomes buried in spreadsheets, siloed in systems, or delayed in monthly reports.

This disconnect leads to instinct-driven decisions, missed opportunities, and inefficiencies that compound over time. In a fast-paced market, that's a risk most SMBs can't afford.

This eBook is your guide to overcoming that challenge. With the right analytics foundation, tailored dashboards, connected data sources, and proactive insights your business can shift from reactive to responsive. Welcome to your Analytics Starter Pack! Simple, powerful, and built for real-world SMB needs.

The Essentials Every SMB Needs

Without access to real-time data, many SMBs operate in the dark, making decisions based on gut feeling or historical guesswork. Leaders spend hours each week wrangling spreadsheets, only to be left wondering if the numbers reflect today's reality. Meanwhile, larger, data-driven competitors pull ahead.

At a minimum, every SMB should have three core analytics components:

Core Analytics for SMBs

KPIs — Metrics aligned with business goals

Real-time Dashboards — Accessible data visualization tools

Basic Automation — Streamlined reporting processes

» **KPIs aligned to business goals** - Daily revenue, overdue invoices, inventory velocity

» **Real-time dashboards -** Accessible to decision-makers

» **Basic automation -** To eliminate recurring manual reporting.

Imagine a small business owner who wants a daily revenue snapshot and alerts for overdue payments. Today, they checked five tools, juggled emails, and updated

Why It Feels So Hard

If analytics is so essential, why do so many SMBs struggle?

» Data is fragmented across CRMs, accounting tools, and operations platforms

» There's no single source of truth

» Formats vary wildly whereas some structured, some not

» Many teams lack in-house analytics skills.

Take a finance team reconciling monthly revenue, they export CSVs from three systems, reformat everything, and manually spot-check inconsistencies. It's exhausting and error prone.

The good news? These aren't dead ends, they're solvable challenges with the right architecture and support.

Building Your Analytics Stack

Here's what a lean, effective analytics stack looks like for SMBs:

» **Data Connectors -** Pull data from your tools using Microsoft Power Platform, APIs, or lightweight ETL tools

» **Central Data Layer -** Store and unify data using Microsoft Dataverse or Azure Data Lake

» **Visualization -** Create interactive dashboards using Power BI

» **Alerting -** Use Power Automate to trigger alerts when KPIs cross a threshold

Focus on what matters! Customer churn, sales cycle length, average profit per order. Build dashboards that show "why" a number is moving & not just that it is. Make them actionable. Include filters, comparisons, and "what next" insights. And don't wait for weekly reviews, but set alerts so leaders get notified before problems escalate.

This stack is simple to start, yet scalable as you grow.

From Gut Feel to Data-Driven

Mini-case study

A regional logistics company came to HexaCorp frustrated with customer complaints and delivery delays.

Before

Paper delivery logs, status updates via email, and vague driver notes.

After

A unified Power BI dashboard that pulls GPS data, customer feedback, and ticketing info into one view.

In just 3 months:

» Customer complaints dropped by 25%

» Managers got real-time alerts for late deliveries

» The operations team felt empowered, not overwhelmed.

This is what data-driven culture looks like! Achievable even for smaller teams.

Why Choose HexaCorp?

Choosing the right partner can make or break your analytics journey. At HexaCorp, we specialize in helping SMBs move from fragmented data to unified insights quickly, affordably, and with zero fluff.

Here's what sets us apart:

Factors Influencing HexaCorp's Value Proposition

» **Proven Experience with SMBs :** We understand the unique challenges of growing businesses in regard to limited resources, lean teams, and the need for speed. Our solutions are designed to be practical, not over-engineered.

» **Microsoft Power Platform Expertise :** From Power BI dashboards to Power Automate workflows and Dataverse integrations, we bring deep expertise to Microsoft's analytics and automation ecosystem.

» **Fast Time-to-Value :** You don't need a six-month roadmap to get results. Our starter pack gets your core dashboards up and running in under 2 weeks, so your team can make better decisions immediately.

» **Scalable Solutions :** Start small, grow smart. Whether you're tracking 10 metrics today or 100 next year, our solutions scale with your business.

» **End-to-End Support :** We're more than just implementers. We guide you from KPI discovery to training your team—ensuring adoption, not just deployment.

» **Outcome-Focused Approach :** We don't deliver reports, but deliver clarity, efficiency, and confidence. Every solution we build is mapped to a business goal that matters.